

## Hudson Area Lacrosse Association Board Meeting

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Meeting called to order by President Roger Heath at 5:01pm at County Market meeting room, Hudson

- 15 present: Roger Heath, Troy Bluske, Judd Genereaux, David Getschel, Bill Krueger, Britney Paradowski, Branden McDonald, Linn Lawrence, Mark Anderson, Lora Sorenson, Beth Nuutonen, Julie Sansone, Louise Swenka, McKay Potter, Tori Boomsma

### AGENDA

- Sunday email
  - Roger
  - Judd
  - Anything else?
- Boys HS (Branden)
  - Schedule is nearly set, not many home games in Hudson
  - Working on hotel blocks
  - Tryouts Saturday 6-8am on 2/22 and 2/29
  - We would like to get more registrations, will send out email reminders, targeting ~70 kids
- Girls (Beth)
  - All is going well, numbers for registration are ok but we need more, registration closes on 2/28
  - Julie is ordering uniforms
  - Parent meeting went great, had 38 parents and girls
  - 2 HS teams - Varsity and JV
  - Question came up on how we are going to credit \$100 for volunteer time
    - You can refund (the \$100) through SportsNgin at the end of the season

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- Youth girls is only spring (no box league for girls) we had 6 youth teams last year
- Boys Box (Judd)
  - We will have two 14U teams, 12U will be all together so we have enough at the games
  - Double headers for 5 weekends and the last weekend will be 2 double headers
- Branden:
  - We would like a social media coordinator - FaceBook, Insta, Snapchat, Twitter - for more visibility across the state
    - Max started it with Wisconsin High school LAX
  - We also need a position to push boosts and ads on FB to promote HALA locally
- Roger:
  - Nets are in the big trailer except for one at the HS (which needs re-netted)
  - Roger ordered 2 more frames and they will be in at the end of March, no one has signed up for netting the nets yet
  - We have yard signs for youth
  - Speed training at St. Croix Acceleration has gone really well, would like to
- Louise:
  - We have 2 scholarship requests for girls, none for boys so far
- Lora:
  - Can no longer edit from phone so website updates may take a little longer to get up to date
- Sunday email >> send it out Monday to give time for additional positions:
  - Several positions still open
  - Roger

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- Judd
- Posted schedules with links
- Linn:
  - Will look into River Falls opportunities to collab with HALA and will let Louise know. Possibly let LAX players get in to games free (parents would pay) and have it coordinated (dates, sit together, etc.)
  - River Falls girls basketball has 5th grade buddies. If you need to boost registrations you could utilize a program like that to have them come to a team dinner or home game to get them interested.
- Tori / Volunteer:
  - Positions have been added // Encourage people to sign up
  - Need: Girls game day coordinator and jersey manager (not orders, just keeping track of them) Girls will be adding some more positions
  - 2 or more refund applies between players in HS and/or Youth
  - Add: social media coordinator(s)
  - Will add FB boosts and ads and pay out of advertising (Tori will coordinate)
  - Signs need to be put out right after Spring Break when registration opens - pick up signs at Tori's house
  - Volunteer meeting after HS meeting - would like board members to attend the meeting please to introduce to volunteers
- Branden will coordinate a Golf Scramble again this year and will take donations (it will not be a fundraiser)
- Judd:
  - Spirit wear store will be up and running this week and will send info to Britney for next week's email
- Treasurer:
- Main account checking \$30,171 • Savings: \$37,924
- Girls: \$5,975
- Fundraising: \$3,566
- MEETING ADJOURNED AT 6:28pm
- [Next Meeting: Sunday, March 15, 2020 at 7:00 pm at County Market meeting room](#)